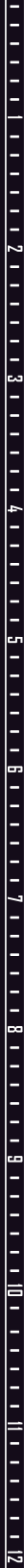




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12 INCH DESIGN

**Product Catalog 1.0**



# Welcome...

Welcome to **the** graphics library for the 21st century!

As production professionals, we know it's hard to keep up with all the latest tools. That's why we've created this catalog. With it, you can explore our broad line of graphics products at your convenience. Of course you can always get the latest information and product previews at [www.12InchDesign.com](http://www.12InchDesign.com).

When we founded 12 Inch Design, we wanted to create products that professionals could rely on. That means products that are affordable, high quality, easy to use, and serve a wide range of production projects.

Our products have been universally acclaimed by publications you've come to trust, like Millimeter, Post, Videography and Video Systems. It's no wonder that thousands of production pros just like you have chosen 12 Inch Design as their royalty-free graphics library provider.

We're committed to bringing the production community new and innovative graphics products many times throughout the year so you can always find something fresh, just when you need it. Also, feel free email your suggestions, to [suggestions@12inchdesign.com](mailto:suggestions@12inchdesign.com).

Thanks for taking the time to browse our catalog!

Sincerely,

Tony & Nick  
Founders / 12 Inch Design



## ProductionBlox HD™

*The largest Royalty Free HD Library in the world!*

**\$399**  
*per Volume*

**\$799**  
*for 3 Volumes!*

Everything you expect from ProductionBlox, but in High Definition! Each volume includes 35 general purpose full-screen looping animations with matching left/right/lower thirds. Also includes 5 animated mattes and a comprehensive catalog. New Volumes are released every 3 months. 1080 / 24P HD format. Supplied on 8 DVD-ROMs.

**Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!**



# ProductionBlox™

**\$249**  
*per Volume*

**\$499**  
*for 3 Volumes!*

Each volume includes 35 general purpose full-screen looping animations with matching left/right/lower thirds. Also includes 5 animated mattes and a comprehensive catalog (playable DVD, booklet, browsable catalog and Word & Acrobat files). New Volumes are released every 3 months. Includes both NTSC & PAL formats. Supplied on 3 DVD-ROMs.



# POWERBlox

A Toolkit for Editors!

**\$299**  
*per Volume*

The Ultimate ToolKit for Editors. PowerBlox contains hundreds of animated and static elements, including: animated transitions, animated displays, animated borders, animated Earths, DVD Menu templates, moving textures, ramps, mattes, grids, patterns and much much more! A great add-on for any graphics library. Includes NTSC & PAL formats. Supplied on 3 DVD-ROMs.



**\$29.95**  
*a \$179 value!*

# Sampler Disc

This disc includes six animations from the 12 Inch Design library. The disc also includes demo videos, introductory tutorials with Final Cut Pro and Premiere Pro, and a complete video index of currently available ProductionBlox Units. NTSC & PAL.

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!

ProductionBlox &  
ProductionBlox HD

# UNIT 01



*Did You Know?*

New volumes of ProductionBlox are released every quarter!

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!

ProductionBlox &  
ProductionBlox HD

# UNIT 02



## *Did You Know?*

**ProductionBlox HD is the world's largest High Definition royalty free motion graphics library!**

**Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!**



## *Did You Know?*

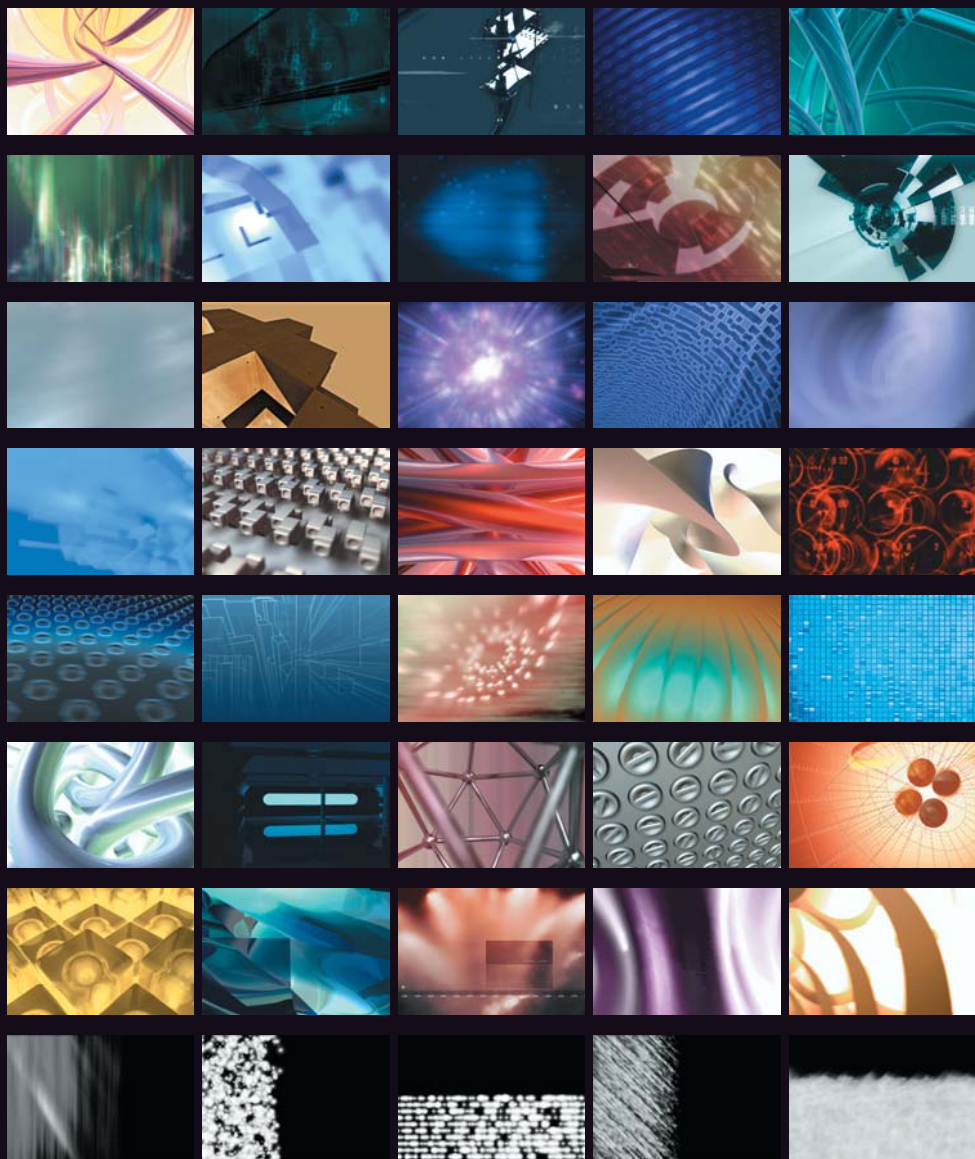
Every animation in a ProductionBlox volume has matching left, right and lower thirds.

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!



ProductionBlox &  
ProductionBlox HD

# UNIT 04



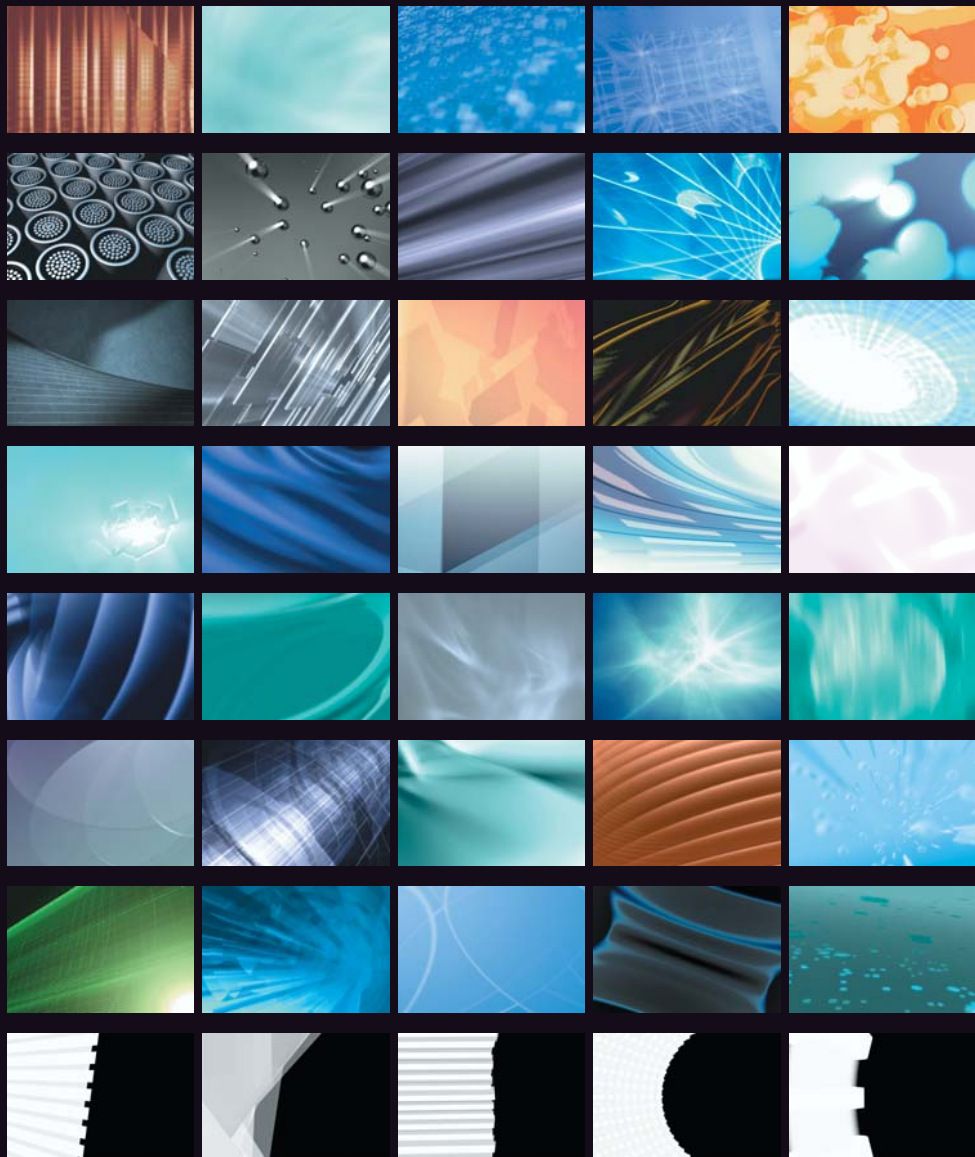
*Did You Know?*

Every animation in a ProductionBlox volume loops seamlessly.

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!

ProductionBlox &  
ProductionBlox HD

# UNIT 05

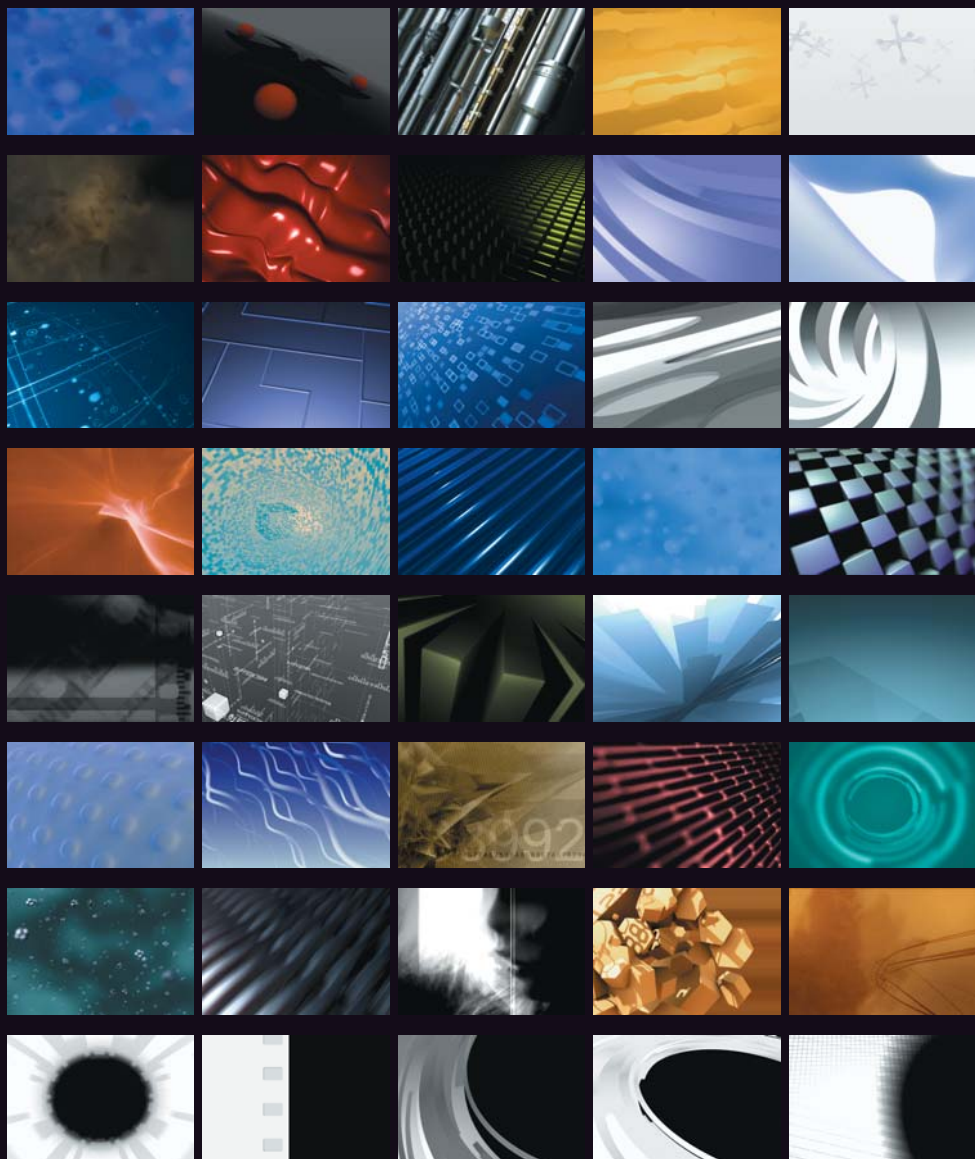


## *Did You Know?*

ProductionBlox volumes include a booklet with thumbnails, DVD-video preview, web catalog and editable Word & Acrobat catalogs.

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!





## *Did You Know?*

Every animation from 12 Inch Design is progressive scan.  
You'll never have to deal with fields or de-interlace our clips.

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!

# ProductionBlox & ProductionBlox HD

# UNIT 07



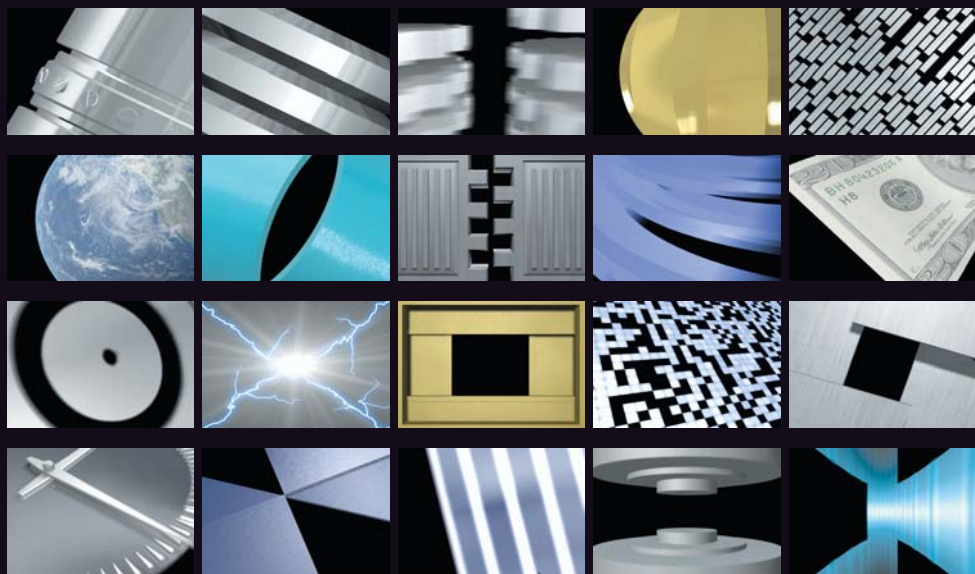
## Did You Know?

**Every animation is supplied in industry standard QuickTime format. No conversion required!**

**Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!**

# POWERBloX UNIT 01

## Animated Transitions (20)



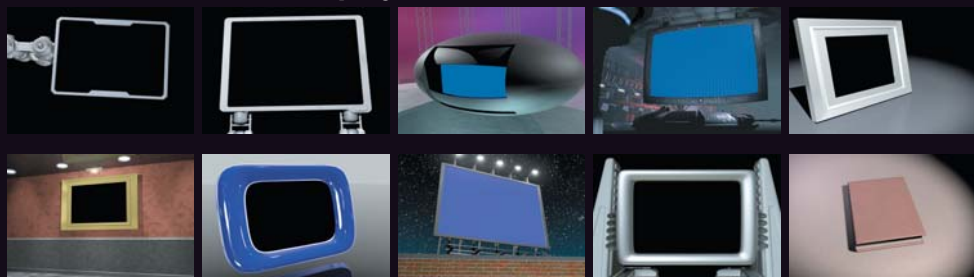
## Animated Displays (20)



Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!

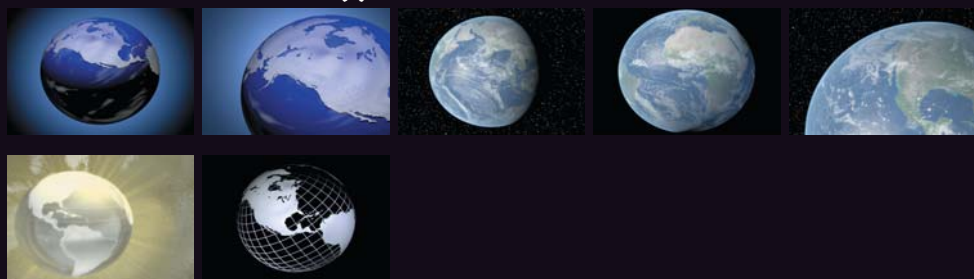
# POWERBlox UNIT 01

## Animated Corner Pin Displays (10)



These items include Corner Pin Tracking Data for use with After Effects Production Bundle 5.5 or later. Load the After Effects project file, replace the placeholder footage and your footage will automatically be tracked to the 3D animation. Create expensive and custom-looking animation in minutes!

## Animated Earth Content (7)



## Animated Simple Shapes (10)



Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!



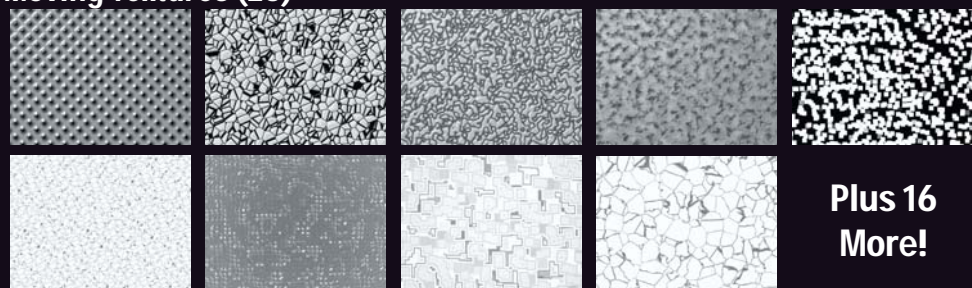
# POWERBlox UNIT 01

## Animated Borders (20)



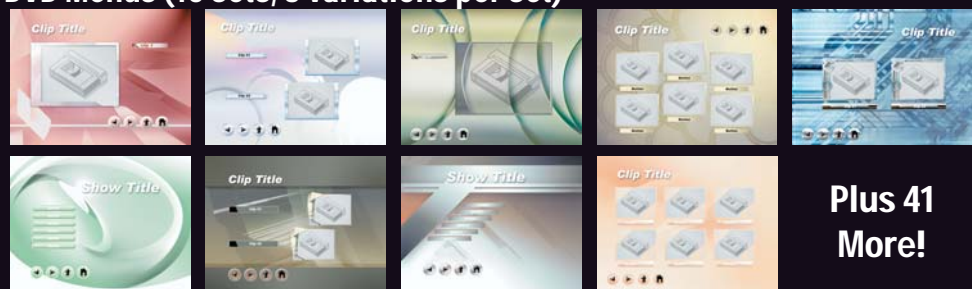
**Plus 11  
More!**

## Moving Textures (25)



**Plus 16  
More!**

## DVD Menus (10 sets, 5 variations per set)



**Plus 41  
More!**

DVD menus are supplied in multiple formats including: image files, layered Photoshop files, layered Photoshop files for **Adobe Encore**, **DVD Studio Pro 2** Project files and templates, and **MyDVD** Style Packs.

**Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!**



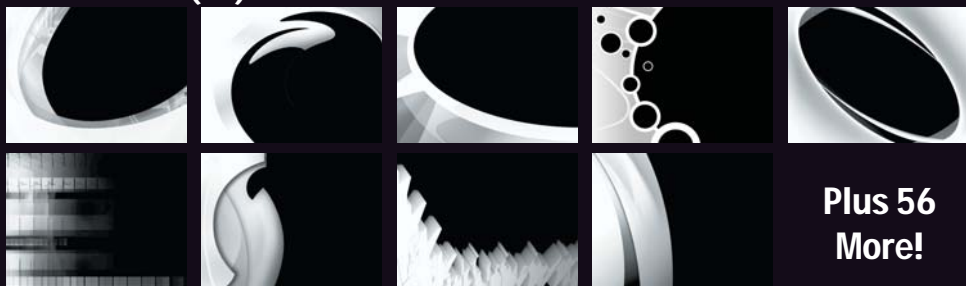
# POWERBlox UNIT 01

## Static Ramps (35)



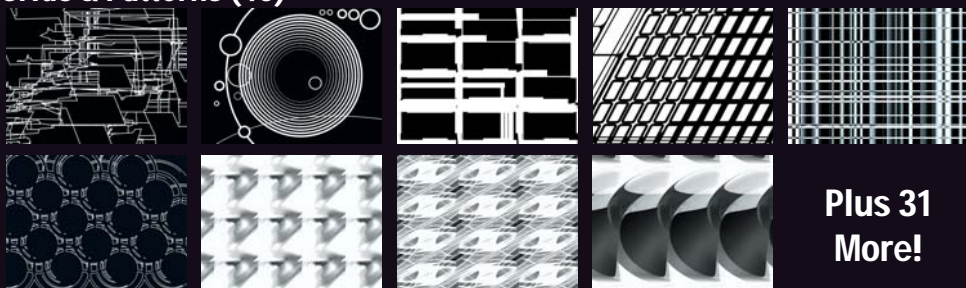
**Plus 26  
More!**

## Static Mattes (65)



**Plus 56  
More!**

## Grids & Patterns (40)



**Plus 31  
More!**

Ramps, Mattes, Grids and Patterns are single frame grayscale images with alpha channel.

**Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!**

# Useful Information

## Technical Specifications

Every ProductionBlox Unit is available in Standard Definition (NTSC & PAL) or High Definition (1920x1080 24p). PowerBlox is only available in NTSC & PAL.

A Standard Definition Unit contains two sets of material, one formatted for NTSC and the other for PAL. All of the video elements conform to broadcast industry standards. NTSC material is 720 x 486 30p. PAL material is 720 x 576 25p. High Definition material is 1920 x 1080, 24p.

All animated elements are supplied in QuickTime 6 format on DVD-ROM. The video clips are losslessly compressed using maximum quality PNG compression.

All material is royalty free. Please see the individual product license agreement for details.

For further information, please visit [www.12InchDesign.com](http://www.12InchDesign.com).

###

## Coming Soon...



### ThemeBlox<sup>TM</sup>

High quality Royalty Free themed animations.  
Coming soon from 12 Inch Design!



### UNIT 08 ProductionBlox & ProductionBlox HD

The eighth volume of the acclaimed ProductionBlox library. Available Q4 2004!

Visit [www.12InchDesign.com](http://www.12InchDesign.com) or call your local reseller today!

# About 12 Inch Design

12 Inch Design creates high quality, royalty free motion graphics for video and post-production. Our products include the critically acclaimed ProductionBlox Motion Graphics library and PowerBlox, a toolkit for editors.

The company was founded by a team with more than 20 years of TV and film production experience. We've worked for some of the most demanding clients on the planet, from Directors like Steven Spielberg, to networks like CBS, NBC and Disney, to fortune 500 companies like Microsoft.

We understand production because we've been there, and we put our experience into our products.

Welcome to 12 Inch Design!



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